Agriculture and Agri-Food Canada Agriculture et Agroalimentaire Canada

Canada

# Food Service Industry Report

## Singapore

**January 2001**

Prepared for
Canadian High Commission, Singapore
by Chris Dunham, Research Officer

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## Introduction

This report has been prepared for use by Canadian agri-food exporters who have carried out preliminary research and have identified the Singapore market as a vehicle for penetration into the Asia-Pacific region.

The objective of the report is to provide a validated list of companies based in Singapore who are active in the Food Service Industry and who have indicated an interest in importing Canadian Agri-food products either for consumption in Singapore or for re-export. The companies listed in this report have all responded to a Food Service Industry Survey conducted by the Commercial Section of the Canadian High Commission in Singapore. The companies are identified by their interest in specific product categories.

This report summarizes information related to the general business climate in Singapore as well as background information related to the Food Service Industry in particular.

A total of 80 companies were invited to participate in the survey, of which 59% responded by returning the survey form. A random sampling of the responding companies were interviewed to validate the information gathered in the survey.

The background information on the business climate was obtained through various statistics provided by the Government of Canada, the Government of the Republic of Singapore, and the hotel and tourism authorities in Singapore.

Canadian agri-food exporters who are interested in pursuing companies listed in this report are encouraged to use the contact information provided for each of the companies.

## The Singapore Market

### Overview

Singapore's strategic position at the heart of the Asia-Pacific region, her free trade policy, and the pro-business environment have combined to put the country among the world's 20 largest trading nations. This ranking reflects the continuing importance of trade to Singapore as well as the extent of the country's role in international trade. Her port has been ranked as the world's busiest and her container port the world's second largest.

The country's free trade policy has been the foundation for its flourishing international trade. Virtually all goods which enter Singapore are duty-free. Singapore's political stability, excellent business infrastructure, strategic location, sound legal framework, world-class financial services, and a pro-business approach are other factors which have attracted many international companies to do business with Singapore and to use the country as a base for their regional expansion. Its geographical proximity to the booming economies of Asia as well as its cultural, language, and trading links with the countries within the region have been factors which helped Singapore flourish as a gateway to the ASEAN and Pacific rim markets.

### Singapore

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The Singapore economy has shown remarkable improvement compared to previous years with a 10.4% growth in the third quarter of Y2000 and a forecast growth of 9% for the full year. And as consumer confidence grows and business projections indicate further growth potential, retail sales consumption has increased by more than 22% in the 3rd quarter of Y2000. Singapore enjoys the highest per capita income in Asia next to Japan and the latest quarterly figures show the current GDP at C$ 31,100.

Singaporeans themselves are a highly educated, well traveled, and sophisticated population. Statistics for Y1999 show that more than 18% of the population in the 25-39 age category had attained a university education, many in overseas schools. Over the years, more and more Singaporeans have traveled and lived abroad. Consequently they have become familiar with the different types of foods from Europe and North America, inevitably acquiring a taste for such foods. And coupled with the estimated 200,000 expatriates living and working in Singapore, there is a demand for food types that are not traditionally Asian.

According to the Ministry of the Environment, eating out forms an essential part of most Singaporeans' lifestyle. The main reason is that most people lead a busy lifestyle where normal work environments demand a five and a half day work week leaving little time for family and recreation. The result is a demand for a lot of convenience foods for home use and the convenience of inexpensive cooked food establishments away from the home.

Statistics show that Singaporean consumers spend 12.5% of their average monthly income on non-cooked food (i.e. at home) and 14.9% on cooked food (i.e. away from home). However, being a land-scarce nation with essentially no natural resources, Singapore must import most of it food requirements (estimated to be about 90% of total food consumption). Total imports for food and beverages exceeded C$6 billion in 1998. This was fueled in part by the demands of a population base of just over four million people and up to 7 million tourists per year.

Tourism plays a major role in the economy of the nation. Tourist arrivals in Singapore are recovering strongly from the 1998 recession with total visitor arrivals projected for the Y2000 to be more than seven million, an increase of 10% over 1999. The leading countries of origin for the visitor arrivals are Indonesia, USA, Japan and South Korea. A recent statement from the Singapore Tourist Promotion Board (STPB) has suggested that Singapore is entering a golden age of travel. Already seen by many as the world's largest industry, travel and tourism is poised for even greater growth in the years to come, especially since they have visualized Tourism 21, a concerted focus for the tourism industry in Singapore, to make it a tourism capital.

**Regional**

According to the 1995 World Trade Organization Report, Asia's trade in food was estimated to be worth US$151 billion in 1994 and accounted for more than 40 per cent of the world's trade in food. More than 50 per cent of Asia's trade in food is conducted within Asia itself. Singapore is used by more than 10,000 trading companies as a convenient and efficient distribution point for markets in the region.

Singapore serves as a Regional headquarters for a number of major national and international food service industries, providing administrative and financial support for business establishments in other countries in the region. Additionally, Singapore provides a direct sourcing and distribution center for some of the food products sold in the region, either through re-exporting or processing for value-added products. And as the overall economies of the Region continue to grow, the role that Singapore plays in the food service industry will increase.

## The Food Service Sector

### Description

It is estimated that over C$ 4 billion is spent annually in Singapore on cooked food provided by the Food Service Sector. This sector comprises a grouping of different types of establishments as follows:

- The food and beverage components of hotels
- Restaurants and other cooked-food businesses
- Institutional and other contract services

Each is described in detail below.

### Hotels

As mentioned, the tourism trade in Singapore has seen a strong recovery, with more than seven million visitors projected for Y2000. This growth in tourism will have a direct impact on the food and beverage revenues of the hotel industry. All major international Hotel groups are represented here and amongst them are some of the largest and finest in the world. Figures show that there were 198 hotels in Singapore with 27,900 available rooms and an average occupancy rate of 74.7%. Food and beverage revenues for 1999 totaled C$ 1.4 billion.

A number of the hotels in Singapore provide fine dining venues that cater to both the guests of the hotels as well as outside clientele. There is a trend for Singaporeans, as compared to North America, to look upon the food and beverage facilities provided by hotels as one of the main sources of fine dining. The food and beverage facilities are also a major source for catering needs, both within the banquet facilities of the hotel and off-site for clubs and private functions. A number of the major hotels will provide mobile kitchens for private functions at a site of your selection

### Restaurants and Other Cooked Food Businesses

According to the Ministry of the Environment, it was estimated that there were more than 8,000 registered cooked food outlets in Singapore. These include restaurants, hawker outlets, eating houses, fast food outlets, snack bars, and coffee shops.

Middle and low income earners tend to frequent hawker outlets and eating houses, snack bars and coffee shops. These outlets offer a range of local dishes at relatively inexpensive prices for breakfast and lunches during the work week. Fast food outlets are also frequented by middle and low income earners including family groups and children. Offerings tend to local tastes.

Restaurants, either Western or local cuisines, appeal to the upper income earners of Singapore. There is a trend for families to dine out once a week at a full service restaurant offering a better quality product at higher premium prices. It is also common for Asian business people to entertain guest or business associates at middle to high end restaurants. Quality versus cost tends to influence food choices at these types of establishments. There is also a trend for private functions, including staff parties and wedding dinners, to be held at the upper end restaurant facilities.

Freestanding fine dining establishments at the upper end of the scale tend to offer limited but expensive food fair, stressing service and presentation. These types of establishments cater to the high income customers and expatriate community.

To the end of the third quarter of Y2000, there appears to be an improvement in restaurant turnover from previous years. In the time period following the regional financial crisis, restaurants reduced food costs by lowering their food quality standards slightly. However, with the current growth trends, consumers are looking for quality food products.

Franchising is quickly becoming a major approach to business development in the food service industry in Singapore. It is estimated that over 13% of the total of all retail sales in Singapore were carried out through franchise operations. Statistics show that there are over 125 foreign franchising operators in Singapore with approximately 35% in the food service sector. And for the locally owned franchise operations, approximately 16% are involve in the food service sector. Singapore is often the showcase for new and trendy venues for franchise operations, and potential entrepreneurs enjoy good support from government programs set up to assist home-grown franchises.

**Institutions and Other Contract Services**

This category includes hospitals, universities, schools, ship chandlers, and airline caterers. The makeup of this sector of the food service industry is summarized as follows:

- There are 10 public and 12 private hospitals in Singapore with a total of 11,300 beds.
- There are three major universities, four polytechnics, and 10 Institutes of Technical Education with a total student population of 124,200 in 1999.
- There are 490 registered ship chandlers serving a total of 140,000 ship arrivals per year and more than six million sea passengers being handled.
- A total of 87,000 civil aircraft landings with an estimated five million passenger arrivals occurred in 1999. There are two major ground service handling companies in Singapore servicing the catering needs of the majority of airlines using Changi International Airport.
- There are approximately 50,000 active members in the Armed Services. Currently there is only one contract per year to handle the food services for this population.

**Canadian Opportunities - Trends and Constraints**

Generally speaking the Singapore market is relatively wide open for the Canadian agri-food industry. However, purchasers and consumers in Singapore are very cost conscious and there has to be a perceived added value to justify any cost premium paid for importing a specific food product.

Agri-food products imported into Singapore must conform to regulatory requirements. Health certificates and supporting documentation are needed for meat, poultry and seafood items. Canada and Singapore have agreed to specific import regulatory requirements for most meat imports, including bison. However, other exotic meats currently do not have agreements in place.

Major agri-food sources to Singapore include Australia, New Zealand, Malaysia, Indonesia, and some of the European countries. Other exporting nations that have been successful in the Singapore market include the US and a few South American countries.

Based on the interviews conducted for this survey, Canada is recognized for a few specific agri-food products including seafood and finfish, various meats and fruits, and some of the edible oils. A few Canadian companies have been successful in penetrating the markets in Singapore, with some brand names being fully recognized.

One trend that must be considered is that the 1st world share of the overall food industry market will be eroded as the market share for the emerging economies increases. This trend will slowly evolve as improvements are made in quality control and quality assurance for food products manufactured in the emerging market economies, and greater cost reductions are achieved due to their proximity to key regional markets. This trend may have an impact on the food service industry as the clientele are not as brand conscious as in the retail sector, and country of origin may become less of a quality indicator. Increasingly, food products from well managed processing facilities in emerging economies like Indonesia, Thailand and Vietnam have been well received.

According to World Trade Organization (WTO) figures, by Y2010, the Asia Pacific region with half of the world's population and a quarter of the global GDP, will have some 1 billion resident consumers and over 229 million annual tourist arrivals. With Singapore being a regional center for the movement goods, the potential for growth in the food and beverage industry should remain high.

Comments from some of the companies interviewed suggest that the organic and health food segment is a growing industry in Singapore. The periodical "Food Chain Asia" recently commented that for Singapore, this market value could run as high a C$ 50 million. Singapore is only second behind Japan where currently between three and five million consumers now regularly buy organic food products. The regulations in place in North American provide a comfort level as to the quality and source of organic products, versus those from suppliers in Asia.

Included in the appendices to this report are a number of Annual Statistical Reports on selected agri-food imports to Singapore based on the international HS categories of products. These reports provide an indication as to the total value of certain categories of food products imported into Singapore.

As well as the Singapore import statistics, a summary of Canadian Domestic Exports to Singapore has been included to give an indication of how Canadian exports to Singapore fare with respect to the total food imports. For example, in 1999 Canada exported a total of C$ 7.17 million in Edible Vegetables, Roots, and Tubers (HS07) to Singapore. This represents only 2.5% of the total import value of C$288 million for this category that is brought into Singapore from all world sources. Similar comparisons can be made in the other categories.

The following categories of food products are included:

- Meat & Edible Meat Offal (HS 02)
- Fish, Crustaceans, Molluscs, Etc.(HS 03)
- Edible Vegetables, Roots and Tubers (HS 07)
- Preparations of Meat, Fish, Crustaceans, Etc, (HS 16)
- Preparations of Vegetables, Fruit, Nuts, Etc. (HS 20)

**Food Service Survey**

The charts presented on the following 2 pages provide an alphabetical listing of companies that participated in the Food Service Survey, and their corresponding interest to import products from the different categories. Using these charts, Canadian companies are able to cross-reference their own export product interests to specific companies in Singapore. Contact details and other relevant information for each of the companies listed in the charts is provided in the Company Index included in the Appendices.

## Singapore Participating Companies and their Produtcts Interests

| Company Name (A to K) | Seafood | | | | Meats | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Shellfish | Finfish | Processed | Other | Beef-fresh | Beef-Frozen | Pork-fresh | Pork-frozen | Poultry-fresh | Poultry-frozen | Delicatessen/Processed | Bison | Other Exotic Meats | Other |
| All Big Trading Company | ↦ | ↦ | ↦ | | | | | | | | | | | |
| Amosco Pte Ltd | | | ↦ | | | | | | | | | | | |
| Armaco Marketing Pte Ltd | | | ↦ | | | | | | | | ↦ | | | |
| Azone Green International Pte Ltd | | ↦ | ↦ | | | | | | | | ↦ | ↦ | | |
| Ban Choon Marketing Pte Ltd | ↦ | ↦ | | | | | | | | | | | | |
| Ban Dee Heng Trading Pte Ltd | ↦ | | | | | | | | | | | | | |
| Be Fresh Pte Ltd | | | | | | | | | | | | | | |
| Ben Foods (S) Pte Ltd | ↦ | ↦ | ↦ | | | | | ↦ | | | ↦ | | | |
| Bluewater Fine Food Pte Ltd | ↦ | ↦ | | | ↦ | | | | | | ↦ | ↦ | ↦ | |
| Canadec Pte Ltd | | | ↦ | | ↦ | ↦ | ↦ | ↦ | ↦ | ↦ | ↦ | | | |
| Chiap Seng & Co. Pte Ltd | | | ↦ | | | | | | | | | | | |
| Clouet Trading Pte Ltd | | | ↦ | | | | | | | | | | | |
| Culina Pte Ltd | ↦ | | | | | | | | | | | | | |
| Euraco FineFood Pte Ltd | ↦ | | | | | ↦ | | | | | ↦ | | | |
| Field Catering & Supplies Pte Ltd | | | | | | | | | | | | | | |
| Forecore Technologies Pte Ltd | ↦ | ↦ | | | ↦ | ↦ | ↦ | ↦ | ↦ | ↦ | ↦ | | | |
| Forespand Food Enterprise Pte Ltd | | | | | | | | | | | | | | |
| Friesland (S) Pte Ltd | | | ↦ | | | | | | | | | | | |
| Frosts Food & Beverage Pte Ltd | ↦ | ↦ | ↦ | | | | | ↦ | | ↦ | ↦ | | | |
| Global Fisheries Pte Ltd | | ↦ | | ↦ | | | | | | | | | | |
| Huk Seng Marketing Pte Ltd | | | | | | | | | | | | | | |
| Indoguna (S) Pte Ltd | ↦ | ↦ | | | ↦ | ↦ | ↦ | ↦ | ↦ | ↦ | ↦ | ↦ | ↦ | |
| KMP Food Industries Pte Ltd | | | | | | | | | | | ↦ | | | |

| Company Name (A to K) | Other Products | | | | | | | | | | | | Objectives | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Fresh Fruits/Veg | Frozen Fruits/Veg | Prepared bakery | Baking goods | Cheese | Other Dairy Products | Edible Oils | Pasta/Noodles | Cereals | Health/Organic | Gourmet & Specialty | Other | Import/Distribute | Partnership - Regionally | Partnership - North American | Other |
| All Big Trading Company | | | | | | | | | | | | | ↦ | | ↦ | |
| Amosco Pte Ltd | | | | | | | | | | | | ↦ | ↦ | ↦ | | |
| Armaco Marketing Pte Ltd | | | | | | | | | | | | | | ↦ | | |
| Azone Green International Pte Ltd | | | | | | ↦ | ↦ | | | ↦ | | | ↦ | ↦ | ↦ | |
| Ban Choon Marketing Pte Ltd | ↦ | | | | | | | | | ↦ | | | ↦ | | | |
| Ban Dee Heng Trading Pte Ltd | | ↦ | | | | ↦ | | | | | | | ↦ | | | |
| Be Fresh Pte Ltd | ↦ | | | | | | | | | | | | ↦ | | | |
| Ben Foods (S) Pte Ltd | | ↦ | | | ↦ | | ↦ | | | | | ↦ | ↦ | ↦ | | |
| Bluewater Fine Food Pte Ltd | | | | | ↦ | | | ↦ | | | | | ↦ | | | |
| Canadec Pte Ltd | | ↦ | ↦ | ↦ | | | ↦ | | | ↦ | ↦ | | ↦ | ↦ | ↦ | |
| Chiap Seng & Co. Pte Ltd | | | ↦ | ↦ | | ↦ | ↦ | ↦ | ↦ | ↦ | ↦ | | ↦ | ↦ | ↦ | |
| Clouet Trading Pte Ltd | | | | | | | | | | ↦ | | | ↦ | | | |
| Culina Pte Ltd | | | | | | | | | | | | | ↦ | | | |
| Euraco FineFood Pte Ltd | | | | | | | | | | | | | ↦ | | | |
| Field Catering & Supplies Pte Ltd | | | | | | | | | | | | ↦ | | | | |
| Forecore Technologies Pte Ltd | ↦ | ↦ | ↦ | ↦ | ↦ | ↦ | | | | ↦ | ↦ | | ↦ | ↦ | | |
| Forespand Food Enterprise Pte Ltd | | | ↦ | | | | | | | ↦ | | | ↦ | | | |
| Friesland (S) Pte Ltd | | | | | | | | | | ↦ | ↦ | | ↦ | | | |
| Frosts Food & Beverage Pte Ltd | | ↦ | | | | | | | | ↦ | ↦ | | ↦ | ↦ | | |
| Global Fisheries Pte Ltd | | | | | | | | | | | | | | | ↦ | |
| Huk Seng Marketing Pte Ltd | ↦ | | | | | | | | | | | | | | | ↦ |
| Indoguna (S) Pte Ltd | | | | | | | | | | | ↦ | | ↦ | ↦ | | |
| KMP Food Industries Pte Ltd | | | | | | | | | | | | | ↦ | | | |

| Company Name (L to Z) | Seafood | | | | Meats | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Shellfish | Finfish | Processed | Other | Beef-fresh | Beef-Frozen | Pork-fresh | Pork-frozen | Poultry-fresh | Poultry-frozen | Delicatessen/Processed | Bison | Other Exotic Meats | Other |
| LamSoon Singapore Pte Ltd | | | | | | | | | | | | | | |
| Li An Foodstuff Pte Ltd | | | | | | | | | | | | | | |
| Meiji-Ya Singapore Company Pte Ltd | | | | | ✔ | ✔ | | | | | ✔ | | | |
| Moh Seng (Importer & Exporter) Pte Ltd | | | | | | | | | | | | | | |
| Natrad Food Pte Ltd | | | ✔ | | | | | | | | ✔ | | | |
| Network Foods Distribution Pte Ltd | | | ✔ | | | | | | | | ✔ | | | |
| Ngo Chew Hong Edible Oil Pte Ltd | | | | | | | | | | | | | | |
| Paramount Food Pte Ltd | ✔ | ✔ | ✔ | | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | | ✔ | |
| QB Food Trading Pte Ltd | ✔ | ✔ | ✔ | | ✔ | ✔ | | ✔ | | ✔ | ✔ | ✔ | | |
| Rosen Trading | ✔ | ✔ | ✔ | | | | | | | | | | | |
| SATS Catering Pte Ltd | ✔ | ✔ | | | | ✔ | | ✔ | | ✔ | | | | |
| Seo Eng Joo Frozen Food Pte Ltd | ✔ | ✔ | | | ✔ | ✔ | | ✔ | | ✔ | | ✔ | ✔ | |
| Shin Chin Trading Co. | | ✔ | | ✔ | | | | | | | | | | ✔ |
| Sime Darby Edible Products Ltd | ✔ | | | | | | | | | | | | | |
| Singapore Food Industries Pte Ltd | ✔ | ✔ | ✔ | | ✔ | ✔ | ✔ | ✔ | | ✔ | ✔ | | | |
| Sinhua Hock Kee Trading (S) Pte Ltd | | | ✔ | ✔ | | | | | | | | | | |
| SJ Low Brothers & Co Pte Ltd | ✔ | | ✔ | | | | | | | | | | | |
| Wang Foong Foodstuffs Suppliers Pte Ltd | | ✔ | | | ✔ | ✔ | ✔ | ✔ | | ✔ | ✔ | | | |
| Xie Chun Trading Pte Ltd | | | | | | ✔ | ✔ | ✔ | | | | | ✔ | |
| Yamakswa Trading Co Pte Ltd | | | | | | | | | | | | | | |
| Yee Lee Oils & Foodstuffs (S) Pte Ltd | | | ✔ | | | | | | | | | | | |
| YH Fabian (S) Pte Ltd | | | ✔ | | | | | | | | | | | |
| YLF Marketing Pte Ltd | | | | | | | | | | | | | | |
| Zhang Brothers Pte Ltd | | | | | | | | | | | | | | ✔ |

| Company Name (L to Z) | Other Products | | | | | | | | | | | | | Objectives | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Fresh Fruits/Veg | Frozen Fruits/Veg | Prepared bakery | Baking goods | Cheese | Other Dairy Products | Edible Oils | Pasta/Noodles | Cereals | Health/Organic | Gourmet & Specialty | Other | Import/Distribute | Partnership - Regionally | Partnership - North American | Other |
| LamSoon Singapore Pte Ltd | | | | | | | ✔ | | | | | | ✔ | | | |
| Li An Foodstuff Pte Ltd | | | | | | | | | | | | ✔ | ✔ | | | |
| Meidi-Ya Singapore Company Pte Ltd | | ✔ | | | ✔ | ✔ | | ✔ | ✔ | ✔ | ✔ | | ✔ | | | |
| Moh Seng (Importer & Exporter) Pte Ltd | | | | | | | | | | | | ✔ | ✔ | ✔ | | |
| Natrad Food Pte Ltd | | | ✔ | | ✔ | ✔ | | | | ✔ | ✔ | | ✔ | ✔ | | |
| Network Foods Distribution Pte Ltd | | | ✔ | ✔ | | | | ✔ | ✔ | ✔ | ✔ | | ✔ | | | |
| Ngo Chew Hong Edible Oil Pte Ltd | | | | | | | ✔ | | | | | | | ✔ | | ✔ |
| Paramount Food Pte Ltd | | ✔ | | | ✔ | | ✔ | ✔ | | | ✔ | | ✔ | | | |
| QB Food Trading Pte Ltd | | | | | ✔ | | | | | | | ✔ | | | | ✔ |
| Rosen Trading | | ✔ | | | | | | ✔ | | ✔ | | | ✔ | ✔ | | |
| SATS Catering Pte Ltd | | ✔ | | | | | | | | | ✔ | | ✔ | | | |
| Seo Eng Joo Frozen Food Pte Ltd | | ✔ | | | ✔ | ✔ | ✔ | | | | | ✔ | ✔ | ✔ | | |
| Shin Chin Trading Co. | | | | | | | | | | ✔ | | | ✔ | ✔ | | |
| Sime Darby Edible Products Ltd | | | ✔ | | | | ✔ | | | ✔ | | | ✔ | ✔ | ✔ | ✔ |
| Singapore Food Industries Pte Ltd | | | | | ✔ | | | | | ✔ | ✔ | | ✔ | ✔ | | |
| Sinhua Hock Kee Trading (S) Pte Ltd | | | ✔ | | ✔ | | | ✔ | ✔ | | | | ✔ | | | |
| SJ Low Brothers & Co Pte Ltd | ✔ | | | | | | | | | | | | ✔ | | | |
| Wang Foong Foodstuffs Suppliers Pte Ltd | | | | | | | | | | | | | ✔ | | | |
| Xie Chun Trading Pte Ltd | | | | ✔ | | ✔ | | | | | | | ✔ | | | ✔ |
| Yamakawa Trading Co Pte Ltd | | | | | | | | | | | | ✔ | ✔ | | | |
| Yee Lee Oils & Foodstuffs (S) Pte Ltd | | | ✔ | ✔ | | | ✔ | | | ✔ | ✔ | | ✔ | | | |
| YH Fabian (S) Pte Ltd | | | | | | | | ✔ | | | | | ✔ | ✔ | | ✔ |
| YLF Marketing Pte Ltd | | | | | | | | | | | | ✔ | ✔ | ✔ | | |
| Zhang Brothers Pte Ltd | | | | | | | ✔ | ✔ | ✔ | | | ✔ | ✔ | | | |

## Conclusions

The information and statistics provided in this report should provide Canadian companies with a general sense of the opportunities available in the agri-food industry in Singapore. Also included is contact information of respective Singapore based companies interested in importing Canadian food products.

Companies interested in further information and assistance in pursuing business opportunities in the agri-food industry in Singapore and regionally should contact:

Mr. Francis Chan

Commercial Officer
Tel: (65) 325-3274
Fax: (65) 325-3294
E-mail: francis.chan@dfait-maeci.gc.ca

Canadian High Commission, Singapore
80 Anson Road #14-00
IBM Towers
Singapore 079907
Tel: (65) 325-3200
Fax: (65) 325-3294

**Key Government Contacts and Sources of Information**

**Government Contacts**

Agri-Food & Veterinary Authority of Singapore (AVA)
Ministry of National Development
5 Maxwell Road
#03-00 Tower Block
MND Complex
Singapore 069110
Tel: (65) 220-1211
Fax: (65) 220-6068

Canadian High Commission, Singapore
80 Anson Road #14-00
IBM Towers
Singapore 079907
Tel: (65) 325-3200
Fax: (65) 325-3294

Food Control Department
Ministry of the Environment
Environment Building
40 Scotts Road #19-00
Singapore 228231
Tel: (65) 731-9884
Fax: (65) 731-9843

Singapore Trade Development Board
230 Victoria Street #09-00
Bugis Junction Office Tower
Singapore 188024
Tel: (65) 337-6628
Fax: (65) 337-6898

## Information Resources

http://www.tdb.gov.sg - The Singapore Trade Development Board globalink home page. Provides links to Singapore and international trade organizations.

http://www.singstat.gov.sg- The Statistics Singapore globalink home page. Provides information related to trade statistics for Singapore.

http://www.infoexport.gc.ca - Department of Foreign Affairs and International Trade (Canada) web site for The Canadian Trade Commissioner Service, providing information on trade news and opportunities.

http://ats.agr.ca - Agriculture Canada web site providing information on trade opportunities and reports for the Agri-Food Industry.

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## Appendices

## Company Index

**All Big Trading Company**
Blk 15, Woodlands Loop #01-13/14,
Singapore 738322
Tel: 753-2300,
Fax: 753-2700,
E-mail: vincabt@pacific.net.sg
Mr. Vincent Wee,
Managing Director,
Tel: 753-2300

**Import/export Organization**
Staff Strength: 14, Year Established: 1978, Annual Turnover: S$ 5 - 20 M.
**Products of Interest:** Shellfish (e.g. lobster, oysters, clams, shrimp), Finfish (e.g. salmon, trout, cod, tuna), Processed Seafood (e.g. canned, smoked, breaded).
**Long Term Objectives:** Import/distribute Canadian food products; Develop partnership/joint venture with reliable Canadian companies for entry into North American market through Canada.
**Other comments:** Also interested in a variety of frozen seafood products.

**Amosco Pte Ltd**
18 Tannery Lane #06-03A,
Lian Tong Building,
Singapore 347780
Tel: 749-3988,
Fax: 745-2892,
E-mail: raymondcss@asia.com
Web Site: famous-amos.com.sg
Mr. Raymond Chong,
Deputy General Manager,
Tel: 749-398,
Mobile: 9639-1668

**Import/export, Manufacturing, Processing, and Distribution for the Finger Food Industry**
Staff Strength: 10, Year Established: 1990, Annual Turnover: S$ 1 - 5 M
**Products of Interest:** Processed Seafood (e.g. canned, smoked, breaded) and other Forzen Appetizer and Cocktail Foods including pastries, Asian and Oriental Delicacies, mini pizzas, and chicken legs.
**Long Term Objectives:** Import/distribute Canadian food products; Develop partnership/joint venture with reliable Canadian companies for entry into regional markets outside Singapore.
**Clientele:** Hotels, Airlines, Chain Restaurants, Country Clubs, Hospitals, Cruise Ships, Caterers, Ship Chandlers, Universities, Schools, Government and Business Cafeterias, and Banquets.
**Other comments:** Current sources of products are South East Asia, Asia, U.S., and Canada. They are able to export to other countries in the region through their manufacturing facilities in China. They are one of the leaders in the frozen finger food industry in Singapore and pride themselves in building and maintaining relationships.

**Armaco Marketing Pte Ltd**
257 Selegie Road #07-283,
Selegie Complex,
Singapore 539231
Tel: 333-9838,
Fax: 333-9589,
E-mail: michisg@pacific.net.sg
Ms. Helen Wong,
Business Manager,
Tel: 333-9838

**Import/export Organization**
Staff Strength: 10, Year Established: 1983, Annual Turnover: S$ 5 - 20 M
**Products of Interest:** Processed Seafood (e.g. canned, smoked, breaded), Delicatessen/Processed Meats.
**Long Term Objectives:** Import/distribute Canadian food products; Develop partnership/joint venture with reliable Canadian companies for entry into regional markets outside Singapore.
**Other comments:** Specifically interested in a variety of canned frozen food products.

**Azone Green International Pte Ltd**
1 Goldhill Plaza, #03-33,
Goldhill Plaza-Podium Blk,
Singapore 308899
Tel: 256-0115,
Fax: 256-0125,
E-mail: agisgp@pacific.net.sg
Mr. Ben Woo,
Director,
Tel: 256-0115;
Ms. Chai Yueh-Mei,
Business Manager,
Tel: 256-0115

**Import/export and Distribution Organization**
Staff Strength: 10, Year Established: 1993, Annual Turnover: S$ 1 - 5 M
**Products of Interest:** Finfish (e.g. salmon, trout, cod, tuna), Processed Seafood (e.g. canned, smoked, breaded), Delicatessen/Processed Meats, Bison, Other Dairy Products, Edible Oils (e.g. Canola), Health/Organic Food Products.
**Long Term Objectives:** Import/distribute Canadian food products; Develop partnership/joint venture with reliable Canadian companies for entry into regional markets outside Singapore.

**Ban Choon Marketing Pte Ltd**
Block 21 #01-142 Pasir Panjang Wholesale Centre,
Singapore 110021
Tel: 777-7333,
Fax: 777-1400,
E-mail: banch@singnet.com.sg
Mr. C. H. Tan,
Managing Director,
Tel: 777-7333;
Mr. Ronald Ang,
General Manager,
Tel: 777-7333

**Import/export, Marketing, Processing, and Distribution Organization**
Staff Strength: 30, Year Established: 1988, Annual Turnover: S$ 5 - 20 M
**Products of Interest:** Shellfish (e.g. lobster, oysters, clams, shrimp), Finfish (e.g. salmon, trout, cod, tuna), Fresh Fruits and Vegetables, Health/Organic Food Products.
**Long Term Objectives:** Import/distribute Canadian food products.
**Clientele:** Hotels, Restaurants, Institutional, Ship Chandlers, Retail including wet markets. Some re-export to India, Australia, and New Zealand.
**Other comments:** Ban Choon caters to an upscale clientele in the fruits and vegetable market and include such products as brocolli, celery, tomatoes, organix carrots, kiwi, strawberries and other seasonal fruits in their product line. They currently import from Australia, New Zealand, US, and Chile. They are interested in establishing a market position in the seafood industry in Singapore, especially in the gourmet sector for hotels, restaurants, and institutional clients. The the items of interest in seafood include salmon, lobster, frozen scallops, fresh oysters, crab. They also are interested in the cheese market. Ban Choon sees a growing trend in the health and organic products market in Asia.
Ban Choon is connected with Everbloom Mushroom of Singapore, which specializes in developing and producing mushroom products, including items for medicinal purposes. Everbloom has growers in Malaysia, Thailand, and Indonesia and is considered one of the leaders in the mushroom trade in the region. Ban Choon is the marketing arm for Everbloom Mushroom.

**Ban Dee Heng Trading Pte Ltd**
152 Paya Lebar Road #04-04,
Citipoint Industrial Complex,
Singapore 409020
Tel: 746-5174,
Fax: 747-4050,
E-mail: bdhtrdg@pacific.net.sg
Mr. James Thio,
Director,
Tel: 746-5174;
Mr. Peter Thio,
Tel: 746-5174

**Import/export Organization**
Staff Strength: 14, Year Established: 1980, Annual Turnover: S$ 5 - 20 M
**Products of Interest:** Shellfish (e.g. lobster, oysters, clams, shrimp), Frozen Fruits and Vegetables, Other Dairy Products.
**Long Term Objectives:** Import/distribute Canadian food products.

**Be Fresh Pte Ltd**
Blk 17, #01-119/120 Pasir Panjang Wholesale Centre,
Singapore 110017
Tel: 778-0150,
Fax: 779-7290,
E-mail: alfresh@singnet.com.sg
Mr. Raymond Ng,
Tel: 778-0150;
Ms. Susan Ng,
Tel: 778-0150

**Import/export, Processing, Packaging, and Distribution Organization**
Staff Strength: 32, Year Established: 1997, Annual Turnover: S$ 5 - 20 M
**Products of Interest:** Fresh Fruits and Vegetables, Health/Organic food products.
**Long Term Objectives:** Import/distribute Canadian food products.
**Other comments:** Items of primary interest are citrus and other seasonl fruit products brought in by air. Most of the supply currently comes from Europe and Australia, plus some specific products from the US. They are also interested in sourcing food processing and packaging equipment.

**Ben Foods (S) Pte Ltd**
230B Pandan Loop,
Singapore 128417
Tel: 872-9810/872-9811,
Fax: 777-2869/776-7551,
E-mail: cong@benfoods.com
Mr. Charles Ong,
Business Manager,
Tel: 872-9810

**Import/export and Distribution Organization**
Staff Strength: 98, Year Established: 1954, Annual Turnover: S$ + 50 M
**Products of Interest:** Shellfish (e.g. lobster, oysters, clams, shrimp), Finfish (e.g. salmon, trout, cod, tuna), Processed Seafood (e.g. canned, smoked, breaded), Pork (frozen), Delicatessen/Processed Meats, Frozen Fruits and Vegetables, Cheese, Edible Oils (e.g. Canola), and Ice Cream.
**Long Term Objectives:** Import/distribute Canadian food products; Develop partnership/joint venture with reliable Canadian companies for entry into regional markets outside Singapore.

**Bluewater Fine Food Pte Ltd**
20 Upper Circular Road #01-50/54,
The Riverwalk,
Singapore 058416
Tel: 538-8533,
Fax: 538-0654,
E-mail: bluewater.lee@pacific.net.sg
Mr. David Lee,
Managing Director,
Tel: 538-8533;
Ms. Vera Lee,
Director,
Tel: 538-8533

**Import/export and Distribution Organization**
Staff Strength: 7, Year Established: 1998, Annual Turnover: S$ 1 - 5 M
**Products of Interest:** Shellfish (e.g. lobster, oysters, clams, shrimp), Finfish (e.g. salmon, trout, cod, tuna), Beef (fresh/chilled), Delicatessen/Processed Meats, Bison, Other Exotic Meats, Cheese, Pasta and Noodles.
**Long Term Objectives:** Import/distribute Canadian food products.

**Canadec Pte Ltd**
39 Tyrwhitt Road,
Singapore 207538
Tel: 293-3332,
Fax: 298-3548,
E-mail: canadec@mbox5.singnet.sg
Mr. E. C. Lim,
Managing Director,
Tel: 293-3332;
Ms. Serene Lee,
Tel: 293-3332

**Import/export Manufacturing Processing Distribution Organization**
Annual Turnover: S$ 20 - 50 M
**Products of Interest:** Processed Seafood (e.g. canned, smoked, breaded), Beef (fresh/chilled), Beef (frozen), Pork (fresh/chilled), Pork (frozen), Poultry (fresh/chilled), Poultry (frozen), Delicatessen/Processed Meats, Frozen Fruits and Vegetables, Prepared Bakery Products, Baking Goods (e.g. flour),Edible Oils (e.g. Canola), Health/Organic Food Products, Gourmet & Speciality Foods (e.g. Maple Syrup, Foie Gras, Caviar).
**Long Term Objectives:** Import/distribute Canadian food products; Develop partnership/joint venture with reliable Canadian companies for entry into regional markets outside Singapore and entry into North American market through Canada.

**Chiap Seng & Co. Pte Ltd**
31 Hong Kong Street,
Singapore 059670
Tel: 535-7037,
Fax: 532-3315,
E-mail: cseng@signet.com.sg
Mr. Choon Giart Lee,
Managing Director,
Tel: 535-7037

**Import/export and Distribution Organization**
Staff Strength: 12, Year Established: 1976, Annual Turnover: S$ 1 - 5 M
**Products of Interest:** Processed Seafood (e.g. canned, smoked, breaded), Beef (fresh/chilled), Prepared Bakery Products, Baking Goods (e.g. flour), Other Dairy Products, Edible Oils (e.g. Canola), Pasta and Noodles, Cereals, Health/Organic Food Products, Gourmet & Speciality Foods (e.g. Maple Syrup, Foie Gras, Caviar).
**Long Term Objectives:** Import/distribute Canadian food products; Develop partnership/joint venture with reliable Canadian companies for entry into regional markets outside Singapore and entry into North American market through Canada.

**Clouet Trading Pte Ltd**
21 Tagore Lane,
Singapore 787479
Tel: 450-3122,
Fax: 459-2867,
E-mail: enquiry@ayambrand.com.sg
Web Site: www.ayambrand.com
Mr. Fabien Reyjal,
Tel: 450-3122

**Import/export and Distribution Organization**
Staff Strength: 30, Year Established: , Annual Turnover: S$ 5 - 20 M
**Products of Interest:** Processed Seafood (e.g. canned, smoked, breaded), Health/Organic Food Products.
**Long Term Objectives:** Import/distribute Canadian food products.

**Culina Pte Ltd**
24 Senoko Way,
Singapore 758046
Tel: 753-6966,
Fax: 753-2420,
E-mail: culina@singnet.com.sg
Mr. Charles Ng,
Tel: 753-6966;
Mr. Gigandet Francois,
Tel: 753-6966

**Import/export and Distribution Organization**
Staff Strength: 40, Year Established: 1996, Annual Turnover: S$ 5 - 20 M
**Products of Interest:** Shellfish (e.g. lobster, oysters, clams, shrimp).
**Long Term Objectives:** Import/distribute Canadian food products.

**Euraco FineFood Pte Ltd**
Blk 219 Henderson Road #01-03,
Henderson Industrial Park,
Singapore 159556
Tel: 276-5433,
Fax: 276-2978,
E-mail: sales@euraco.com.sg
Mr. Sebastian Tan,
Managing Director,
Tel: 276-5433;
Ms. Jill Tan,
Director of Sales,
Tel: 276-5433

**Import/export and Distribution Organization**
Staff Strength: 22, Year Established: 1984, Annual Turnover: S$ 1 - 5 M
**Products of Interest:** Shellfish (e.g. lobster, oysters, clams, shrimp), Beef (frozen), Delicatessen/Processed Meats, Bison.
**Long Term Objectives:** Import/distribute Canadian food products.

**Field Catering & Supplies Pte Ltd**
28 Senoko South Road,
Singapore 758090
Tel: 759-1661,
Fax: 759-0177,
E-mail: F282828.com.sg
Mr. Chew Thye Chuan,
Managing Director,
Tel: 759-1661;
Mr. T.K. Tan,
Tel: 759-1661

**Import/export and Distribution Organization**
Staff Strength: + 100, Year Established: 1986, Annual Turnover: S$ 5 - 20 M
**Products of Interest:** Beverages.
**Long Term Objectives:** Import/distribute Canadian food products.

**Forecore Pte Ltd**
76 Playfair Road,
LHK 2 Building #02-05,
Singapore 809325
Tel: 487-1655,
Fax: 487-1657,
E-mail: stephen@forecore.com.sg
Mr. Steven Yee,
Executive Director,
Tel: 487-1655;
Mr. Terence Lim,
Sales Manager,
Tel: 487-1656

**Import/export Manufacturing Processing Distribution Organization**
Staff Strength: 15, Year Established: 1989, Annual Turnover: S$ 1 - 5 M
**Products of Interest:** Shellfish (e.g. lobster, oysters, clams, shrimp), Finfish (e.g. salmon, trout, cod, tuna), Beef (fresh/chilled), Beef (frozen), Pork (fresh/chilled), Pork (frozen), Poultry (fresh/chilled), Poultry (frozen), Delicatessen/Processed Meats, Fresh Fruits and Vegetables, Frozen Fruits and Vegetables, Prepared Bakery Products, Baking Goods (e.g. flour), Cheese, Other Dairy Products, Health/Organic Food Products, Gourmet & Speciality Foods (e.g. Maple Syrup, Foie Gras, Caviar).
**Long Term Objectives:** Import/distribute Canadian food products; Develop partnership/joint venture with reliable Canadian companies for entry into regional markets outside Singapore.
**Clientele:** Hotels, Restaurants, Cruise Lines, Retail.
**Other Comments:** Interested in participating in Brand Building in the industry. For dairy products, they are interested in everything but milk or milk powder. They forsee opportunities in the seafood industry, particularly for wild salmon and frozen oysters, and in fruits and vegetables including fruit juices. The health/organic industry is starting to grow in Asia and the market will eventually open up to these products. Current sources for health/organic products are basically Europe and Australia. Forecore is currently trying to source pork products due to the difficulty in obtaining quality pork in Singapore.

**Forespand Food Enterprise Pte Ltd**
48 Hillview Terrace #02-01,
Hillview Building,
Singapore 669269
Tel: 760-1893,
Fax: 769-0138,
E-mail: valtony@singnet.com.sg
Mr. Tony Cheong,
Managing Director,
Tel: 760-1893

**Import/export Manufacturing Processing Distribution Organization**
Staff Strength: 4, Year Established: 1987, Annual Turnover: S$ 1 - 5 M
**Products of Interest:** Prepared Bakery Products, Health/Organic Food Products.
**Long Term Objectives:** Import/distribute Canadian food products.

**Friesland (S) Pte Ltd**
61 Quality Road,
Singapore 618818
Tel: 265-1344,
Fax: 265-8930,
E-mail: friesin@singnet.com.sg
Mr. Wallis Cheong,
Tel: 265-1344;
Mr. Richard Ng,
Tel: 265-1344

**Import/export and Distribution Organization**
Staff Strength: 25, Year Established: 1954, Annual Turnover: S$ 5 - 20 M
**Products of Interest:** Processed Seafood (e.g. canned, smoked, breaded), Health/Organic Food Products, Gourmet & Speciality Foods (e.g. Maple Syrup, Foie Gras, Caviar).
**Long Term Objectives:** Import/distribute Canadian food products.
**Clientele:** Hotels, Restaurants, Caterers, Ship Chandlers, Wholesalers, Retail (markets and corner stores), medical halls, supermarkets. Also re-export to Brunei, Indonesia, and Maldives.
**Other Comments:** Headquarters for Friesland is in Kuala Lumpur, Malaysia. The majority of the product line is milk based, including UHT flavoured milk, sterilized milk and extended shelf life milk. They are also importing sauces, baby food products, coffees, drink mixes, instant noodles, and processed meat products. They are interested in pasteurized milk products for re-export to Malaysia. The majority of their product mix is a "value-added" type of product.

**Frosts Food & Beverage Pte Ltd**
24 Tuas Avenue 12,
Singapore 639041
Tel: 862-2166,
Fax: 861-1066
Mr. Graham Stephenson,
Managing Director,
Tel: 862-2166
Mr. Poh Lay Geok,
Purchasing,
Tel: 862-2166

**Import/export and Distribution Organization**
Staff Strength: 30, Year Established: 1990, Annual Turnover: S$ 5 - 20 M
**Products of Interest:** Shellfish (e.g. lobster, oysters, clams, shrimp), Finfish (e.g. salmon, trout, cod, tuna), Processed Seafood (e.g. canned, smoked, breaded), Pork (frozen), Poultry (frozen), Delicatessen/Processed Meats, Frozen Fruits and Vegetables, Health/Organic Food Products, Gourmet & Speciality Foods (e.g. Maple Syrup, Foie Gras, Caviar).
**Long Term Objectives:** Import/distribute Canadian food products; Develop partnership/joint venture with reliable Canadian companies for entry into regional markets outside Singapore.

**Global Fisheries Pte Ltd**
1 Second Chin Bee Road,
Singapore 618768
Tel: 269-0984,
Fax: 264-0974,
E-mail: tuna@global-fisheries.com.sg
Web Site: www.global-fisheries.com.sg
Mr. Loy Ngiap Whay (Daniel),
Managing Director,
Tel: 269-0984

**Import/export, Packing and Reprocessing, and Distribution Organization**
Staff Strength: 100, Year Established: 1987, Annual Turnover: S$ +50 M
**Products of Interest:** Finfish (e.g. salmon, trout, cod, tuna), Processed Seafood (e.g. canned, smoked, breaded), and repacking and reprocessing of seafood in general.
**Long Term Objectives:** Import/distribute Canadian food products; Develop partnership/joint venture with reliable Canadian companies for entry into North American market through Canada.
**Other comments:** They provide cold storage, procurement, processing and packing of fish and other marine products.

**Huk Seng Marketing Pte Ltd**
Blk 23 #01-176/178 Pasir Panjang Wholesale Centre,
Singapore 110023
Tel: 777-0819,
Fax: 777-1473,
E-mail: huk-seng@pacific.net.sg
Vincent Pang,
Managing Director,
Tel: 777-0819

**Import/export and Distribution Organization**
Staff Strength: 31, Year Established: 1992, Annual Turnover: S$ 20 - 50 M
**Products of Interest:** Fresh Fruits and Vegetables.
**Long Term Objectives:** Import/distribute Canadian food products; Develop partnership/joint venture with reliable Canadian companies for entry into regional markets outside Singapore.
**Clientele:** Hotels, Restaurants, Institutional, Caterers, Ship Chandlers, Retail
**Other comments:** Huk Seng is interested in establishing a Canadian producer's market presence in Singapore as a model for further distribution in the region.

**Indoguna (S) Pte Ltd**
36 Senoko Drive,
Singapore 758221
Tel: 755-0330,
Fax: 755-9522,
E-mail: info@indoguna.com.sg
Ms. Helene Raudaschl,
Business Development Manager,
Tel: 755-0330
Mr. Hans De Ceulaer,
Director,
Tel: 755-0330

**Import/export and Distribution Organization**
Staff Strength: 30, Year Established: 1993, Annual Turnover: S$ 5 - 20 M
**Products of Interest:** Shellfish (e.g. lobster, oysters, clams, shrimp), Finfish (e.g. salmon, trout, cod, tuna), Beef (fresh/chilled), Beef (frozen), Pork (fresh/chilled), Pork (frozen), Poultry (fresh/chilled), Poultry (frozen), Delicatessen/Processed Meats, Bison, Other Exotic Meats, Gourmet & Speciality Foods (e.g. Maple Syrup, Foie Gras, Caviar).
**Long Term Objectives:** Import/distribute Canadian food products; Develop partnership/joint venture with reliable Canadian companies for entry into regional markets outside Singapore.
**Clientele:** Hotels, Restaurants, Caterers
**Other comments:** Indoguna concentrates on the high end of the food service industry market with boutique food items as their speciality. They are currently importing from New Zealand, Australia, US, Canada, Europe, France, and Italy. The items of particular interest include game birds (e.g. Pheasant), prime cut pork, cold cuts, turkey bacon (non-pork for Muslim population), oysters when in season, and fresh finfish (e.g. salmon fillets). However, the products must be highly regarded in the industry in order to support any price premium. They have an immediate need for seasonal shellfish (e.g. oysters, clams) from North America.

**KMP Food Industries Pte Ltd**
9 Fishery Port Road,
Singapore 619730
Tel: 268-8422,
Fax: 266-2058,
E-mail: kmpfood@pacific.net.sg
Mr. Seah Khai Boon,
General Manager,
Tel: 268-8422;
Mr. Peter Lim,
Senior Manager,
Tel: 268-8422

**Import/export and Distribution Organization**
Staff Strength: 70, Year Established: 1990, Annual Turnover: S$ 20 - 50 M
**Products of Interest:** Pork (fresh/chilled), Pork (frozen), Delicatessen/Processed Meats.
**Long Term Objectives:** Import/distribute Canadian food products.

**Lam Soon Singapore Pte Ltd**
63 Hillview Avenue #02-08,
Lam Soon Industrial Building,
Singapore 669569
Tel: 768-7119,
Fax: 234-4363/765-4198,
E-mail: willwong@lamsoongroup.com.sg
Web Site: www.lamsoongroup.com.sg
Mr William Wong,
Tel: 768-7119;
Mr Dexter Tan,
Tel: 768-7161

**Import/export and Distribution Organization**
Staff Strength: 150, Year Established: 1963, Annual Turnover: S$ 20 - 50 M
**Products of Interest:** Edible Oils (e.g. Canola).
**Long Term Objectives:** Import/distribute Canadian food products.

**Li An Foodstuff Pte Ltd**
Blk 1009 Aljunied Avenue 4, #01-38,
Singapore 389910
Tel: 748-8944,
Fax: 743-5090,
E-mail: lianfood@singnet.com.sg
Web Site: www.lianfood.com
Mr. Chee Yang Lim,
Managing Director,
Tel: 748-8944
Ms. Irene Lim,
Operations Executive,
Tel: 748-8955

**Import/export and Distribution Organization**
Staff Strength: 22, Year Established: 1973, Annual Turnover: S$ 5 - 20 M
**Products of Interest:** Confefctionery products including biscuits, confectionery, sweets, cookies, drinks, and other dried food products.
**Long Term Objectives:** Import/distribute Canadian food products.

**Meidi-Ya Singapore Company Pte Ltd**
222 Pandan Loop,
Singapore 128410
Tel: 779-1889,
Fax: 774-0795,
Web Site: www.mediya.com.sg
Mr. Mah Tat Lim,
Managing Director,
Tel: 779-1889;
Mr. Fumico Nakamishi,
Tel: 779-1889

**Import/export Organization**
Staff Strength: 50, Year Established: 1980, Annual Turnover: S$ 5 - 20 M
**Products of Interest:** Beef (fresh/chilled), Beef (frozen), Delicatessen/Processed Meats, Frozen Fruits and Vegetables, Cheese, Other Dairy Products, Pasta and Noodles, Cereals, Health/Organic Food Products, Gourmet & Speciality Foods (e.g. Maple Syrup, Foie Gras, Caviar).
**Long Term Objectives:** Import/distribute Canadian food products.
**Clientele:** Hotels, Restaurants, Institutional, Caterers, Ship Chandlers, Wholesalers
**Other comments:** They are a subsidiary of the Meidi-Ya Group of Japan. They currently import approximatly 70% of their product line from Japan with the balance of their food products from other areas in the Region, Australia and the US (rice, meat, and dairy products). They are interested in niche markets for beef and other delicatesen meats such as cold cuts and salmon. They desire to establish long term relationships with their suppliers.

**Moh Seng (Importer & Exporter) Pte Ltd**
2 Kallang Avenue #02-11,
Kallang Bahru Complex,
Singapore 339407
Tel: 292-1957,
Fax: 297-0406,
E-mail: mohseng@singnet.com.sg
Mr. Francis Teo,
Tel: 292-1957;
Mr. Patrick Teo,
Tel: 292-1957

**Import/export and Distribution Organization**
Staff Strength: 20, Year Established: 1973, Annual Turnover: S$ 1 - 5 M
**Products of Interest:** Snack, confectionery and beverage products.
**Long Term Objectives:** Import/distribute Canadian food products; Develop partnership/joint venture with reliable Canadian companies for entry into regional markets outside Singapore.

**Natrad Food Pte Ltd**
149 Ubi Avenue 4,
Singapore 408778
Tel: 746-9498,
Fax: 745-9965,
E-mail: natrad@singnet.com.sg
Lum Choong Hon,
Director,
Tel: 746-9498;
Ling Le Peng,
Director,
Tel: 746-9498

**Import/export and Distribution Organization**
Staff Strength: 20 +, Year Established: 1979, Annual Turnover: S$ 5 - 20 M
**Products of Interest:** Processed Seafood (e.g. canned, smoked, breaded), Delicatessen/Processed Meats, Prepared Bakery Products, Cheese, Other Dairy Products, Health/Organic Food Products, Gourmet & Speciality Foods (e.g. Maple Syrup, Foie Gras, Caviar).
**Long Term Objectives:** Import/distribute Canadian food products; Develop partnership/joint venture with reliable Canadian companies for entry into regional markets outside Singapore.

**Network Foods Distribution Pte Ltd**
12 Woodlands Link,
Singapore 738740
Tel: 757-7650,
Fax: 757-7682,
E-mail: networkf@cyberway.com.sg
Web Site: www.networkfoods.com
Mr. Lim Jin Teck,
General Manager/Director,
Tel: 757-7650
Mr. Kelvin Ng,
Marketing Manager,
Tel: 757-7662

**Import/export and Distribution Organization**
Staff Strength: 26, Year Established: 1964, Annual Turnover: S$ 1 - 5 M
**Products of Interest:** Processed Seafood (e.g. canned, smoked, breaded), Delicatessen/Processed Meats, Prepared Bakery Products, Baking Goods (e.g. flour), Pasta and Noodles, Cereals, Health/Organic Food Products, Gourmet & Speciality Foods (e.g. Maple Syrup, Foie Gras, Caviar).
**Long Term Objectives:** Import/distribute Canadian food products.

**Ngo Chew Hong Edible Oil Pte Ltd**
231 Pandan Loop,
Singapore 128418
Tel: 779-6800,
Fax: 777-2607,
E-mail: yankit@nchoil.com.sg
Web Site: www.ngochewhong.com
Mr. Kumar,
General Manager,
Tel: 779-6800;
Mr. Tan Yan Kit,
Export Manager,
Tel: 779-6800

**Import/export and Distribution Organization**
Staff Strength: 180, Year Established: 1945, Annual Turnover: S$ + 50 M
**Products of Interest:** Edible Oils (e.g. Canola).
**Long Term Objectives:** Develop partnership/joint venture with reliable Canadian companies for entry into regional markets outside Singapore and entry into North American market through Canada.
**Other comments:** Ngo Chew Hong is interested in finding an agency for their list of products to be sold in Canada.

**Paramount Food Pte Ltd**
348 Jalan Boon Lay,
P.S.C. Complex,
Singapore 619529
Tel: 262-1228,
Fax: 262-1776
Mr. F. L. Leong,
Director,
Tel: 262-1228

**Import/export and Distribution Organization**
Staff Strength: 23, Year Established: 1993, Annual Turnover: S$ 5 - 20 M
**Products of Interest:** Shellfish (e.g. lobster, oysters, clams, shrimp), Finfish (e.g. salmon, trout, cod, tuna), Processed Seafood (e.g. canned, smoked, breaded), Beef (fresh/chilled), Beef (frozen), Pork (fresh/chilled), Pork (frozen), Poultry (fresh/chilled), Poultry (frozen), Delicatessen/Processed Meats, Other Exotic Meats, Frozen Fruits and Vegetables, Cheese, Edible Oils (e.g. Canola), Pasta and Noodles, Gourmet & Speciality Foods (e.g. Maple Syrup, Foie Gras, Caviar).
**Long Term Objectives:** Import/distribute Canadian food products.

**Q.B. Food Trading Pte Ltd**
8 Chin Bee Crescent,
Jurong, Singapore 619893
Tel: 261-6120,
Fax: 265-9698,
E-mail: qbfood@pacific.net.sg
Keong Wee Quah,
Tel: 261-6120;
Kim Wee Quah,
Tel: 261-6120

**Import/export and Distribution Organization**
Staff Strength: 50, Year Established: 1921, Annual Turnover: S$ 5 - 20 M
**Products of Interest:** Shellfish (e.g. lobster, oysters, clams, shrimp), Finfish (e.g. salmon, trout, cod, tuna), Processed Seafood (e.g. canned, smoked, breaded), Beef (fresh/chilled), Beef (frozen), Pork (frozen), Poultry (frozen), Delicatessen/Processed Meats, Bison, Cheese, other speciality products such as anti-pasta, whole picked tomatoes, pesto.
**Long Term Objectives:** Import/distribute Canadian food products.
**Other comments:** Q.B. Food Trading is open for discussion on any business opportunities.

**Rosen Trading**
No. 2 Boon Leat Terrace #01-02,
Harbourside Inustrial Building,
Singapore
Tel: 278-2003,
Fax: 278-0991,
E-mail: rosen@pacific.net.sg
Mr. Alfred Ang,
President,
Tel: 278-2003

**Import/export and Distribution Organization**
Staff Strength: 4, Year Established: 2000
**Products of Interest:** Shellfish (e.g. lobster, oysters, clams, shrimp), Finfish (e.g. salmon, trout, cod, tuna), Processed Seafood (e.g. canned, smoked, breaded), Frozen Fruits and Vegetables, Pasta and Noodles, Cereals, Health/Organic Food Products.
**Long Term Objectives:** Import/distribute Canadian food products; Develop partnership/joint venture with reliable Canadian companies for entry into regional markets outside Singapore.
**Clientele:** Hotels, Restaurants, Food processors and manufacturers.
**Other Comments:** Seafood is their primary focus, including processed seafood products. They are currently sourcing from Thailand, Indonesia, Malaysia, and Japan. They are concentrating their efforts to establish a business presence in Singapore with some shipping and distribution to other regional areas. They are currently sourcing frozen shellfish including a type of cockle that is common to Canada (trade name Atlantic Mirugai) and large frozen silver codfish (trade name Gindara) that are 7 lbs in size or larger. Some of these products are available locally, but the demand is increasing beyond the current supply.

**S J Low Brothers & Co Pte Ltd**
94E Jalan Senang,
Singapore 418472
Tel: 243-0266,
Fax: 243-9981,
E-mail: sjlow@singnet.com.sg
Web Site: www.sjlowbros.com
Mr. Y. C. Low,
Managing Director,
Tel: 243-0266

**Import/export and Distribution Organization**
Staff Strength: 12
**Products of Interest:** Shellfish (e.g. lobster, oysters, clams, shrimp), Processed Seafood (e.g. canned, smoked, breaded), Fresh Fruits and Vegetables, Frozen Fruits and Vegetables.
**Long Term Objectives:** Import/distribute Canadian food products.

**SATS Catering Pte Ltd**
20 Airport Boulevard,
Singapore Changi Airport,
Singapore 819659
P.O. Box 3,
Singapore Changi Airport,
Singapore 918141
Tel: 541-8630,
Fax: 542-1197,
E-mail: Eeleng_Ho@Singaporeair.com.sg
Web Site: www.sats.com.sg
Alvin Foh,
Managing Director,
Tel: 541-8630
Ho Ee-Leng,
Purchasing Executive (Overseas and Admin),
Tel: 541-8635

**Import Organization**
Staff Strength: 2700, Year Established: 1972, Annual Turnover: S$ + 50 M
**Products of Interest:** Shellfish (e.g. lobster, oysters, clams, shrimp), Finfish (e.g. salmon, trout, cod, tuna), Beef (frozen), Pork (frozen), Poultry (frozen), Frozen Fruits and Vegetables, Gourmet & Speciality Foods (e.g. Maple Syrup, Foie Gras, Caviar).
**Long Term Objectives:** Import/distribute Canadian food products.
**Clientele:** Air Line Catering(Ground handling company).
**Other Comments:** SATS is strictly a ground handling and catering organization to the airline industry based in Singapore. They currently handle about 70% of the airline catering business in Singapore. They purchase between 20 to 25% of their needs from outside Singapore, but wishes to increase this to about 30%.
Current sources include Netherlands, Taiwan, China, Australia, New Zealand, Vietnam, Thailand, Japan, and Singapore. They have used suppliers from the US successfully in the past.
Most of their sourcing of food products is by public and invitational tendering. They have 4 major tenders per annum, each broken into separate categories as follows; perishables (normal contract period is from 1 May to 30 April); dry stores (normal contract period is 1 July to 30 June); fruits and vegetables (normal contract period is 1 October to 30 September); amenities (normal contract period is from 1 January to 31 December). Tenders are usually advertised about 1 to 2 months before the contract period starts by advertising in the local media plus invitation/notification to known organizations who may not have

contract period starts by advertising in the local media plus invitation/notification to known organizations who may not have access to the local media.
Organizations who wish to enter into a contract with SATS must be pre-qualified in order to participate in the tenders. The pre-qualification process involves providing samples and QA/QC visits to the production facilities. Contract values of less than $100,000 are usually based on quotations only, with some ad-hoc special promotions at other times of the year.

**Seo Eng Joo Frozen Food Pte Ltd**
26 Tuas Avenue 12,
Jurong Industrial Estate,
Singapore 639042
Tel: 862-3788,
Fax: 862-3988,
E-mail: charlieseo@sejff.com
Mr. Billy Seo,
Managing Director,
Tel: 862-3788;
Mr. Charlie Seo,
Project Executive,
Tel: 862-3788

**Import/export, Distribution, Warehouse Management and Wholesale Organization**
Staff Strength: 30, Year Established: 1987, Annual Turnover: S$ 5 - 20 M
**Products of Interest:** Shellfish (e.g. lobster, oysters, clams, shrimp), Finfish (e.g. salmon, trout, cod, tuna), Beef (fresh/chilled), Beef (frozen), Pork (frozen), Poultry (frozen), Bison, Other Exotic Meats, Frozen Fruits and Vegetables, Cheese, Other Dairy Products, Edible Oils (e.g. Canola).
**Long Term Objectives:** Import/distribute Canadian food products; Develop partnership/joint venture with reliable Canadian companies for entry into regional markets outside Singapore.
**Clientele:** Hotels, Restaurants, Wholesalers, Institutional, Retail.
**Other Comments:** One of their major business interests is the provision of warehouse management and distribution for a variety of restaurant chains, schools, universities, government canteens, hawker centres. Of their local market, about 20% is retail with the balance equally shared through their other clientele. They currently import from Australia, Canada, New Zealand, US, Thailand, and China. Their food exports are to the Philippines, East Malaysia, and Indonesia (ease of access through sea-shipments). They are interested in establishing long term relationships and trust with their suppliers.
Their specific product interests include various seafood (ie. dory fish, snapper, lobster, squid, oysters, and other upscale products). They also see chilled and frozen beef as another market interest as it is coming back into popularity in Asia. They are interested in partnership arrangement with a supplier for Singapore and Philippines with an entry position in the hotel sector.
Pork is mainly brought in from Australia, UK, and Netherlands. The Singapore market for pork is quite sensitive to taste, therefore demanding consistently good quality.
The Singapore market is one of the highest consumers of chicken in the world per capita. Thailand is currently one of the main suppliers, however the market demands large sized legs that are not readily available from the Asian market. The North American market is able to supply the larger sizes for of poultry parts that needed for the local consumer market.
They are also interested in powdered milk for export purposes and unbranded wines for local consumption. Other product interests include game birds, venison, and french fries (which is seen as a major and growing market).

**Shin Chin Trading Co.**
15 Tanglin Halt Close,
Singapore 148854
Tel: 476-8977,
Fax: 475-2570/473-7555,
E-mail: tongtuk@mbox4.singnet.com.sg
Lim Teng Fuh,
Director,
Tel: 476-8977

**Import/export and Distribution Organization**
Staff Strength: 48, Year Established: 1968, Annual Turnover: S$ 5 - 20 M
**Products of Interest:** Finfish (e.g. salmon, trout, cod, tuna), Processed Seafood (e.g. canned, smoked, breaded), Canned meats, Health/Organic Food Products.
**Long Term Objectives:** Import/distribute Canadian food products; Develop partnership/joint venture with reliable Canadian companies for entry into regional markets outside Singapore.
**Clientele:** Hotels, Restaurants, Institutional, Retail
**Other comments:** Shin Chin is able to provide chilled storage as well as frozen food truck distribution in Singapore. Their current supplies are brought in from Australia, Europe, China, and the US. China is becoming a major supply source, especially in the canned meat market.
Their current product interests include chicken meat (canned), flaked ham and chicken, frozen bacon, mayonaise for the food service industry, health/organic products, frozen finfish, and canned seafood.
Shin Chin is interested in "brand building" with a desire to focus in the SE Asia region as well as Singapore. They are open to discussions with Canadian firms who interested in establishing themselves in the region, through Singapore as an entry point.

**Sime Darby Edible Products Ltd**
255 Jalan Boon Lay,
Singapore 619524
Tel: 264-3733,
Fax: 265-5129,
E-mail: michele@sime-epl.com.sg
Web Site: www.simedarbyepl.com
Mr. Yap Chuan Yu,
Managing Director,
Tel: 660-4202
Ms. Michele Wong,
Marketing Controller,
Tel: 660-4262

**Import/export, Manufacturing, Processing, and Distribution Organization**
Staff Strength: 130, Year Established: 1938, Annual Turnover: S$ + 50 M
**Products of Interest:** Shellfish (e.g. lobster, oysters, clams, shrimp), Prepared Bakery Products, Edible Oils (e.g. Canola), Health/Organic Food Products.
**Long Term Objectives:** Import/distribute Canadian food products; Develop partnership/joint venture with reliable Canadian companies for entry into regional markets outside Singapore and entry into North American market through Canada and also to invest jointly in R&D/production facilities.
**Clientele:** Hotels, Restaurants, Institutional, Wholesalers, Retail
**Other Comments:** The Singapore operations are a part of the Sime Darby Corporation, operating in 23 countries with regional HQ in Malaysia. They have major operating centres in Singapore, Ausltralia, Philippines, and Hong Kong. Sime Darby provides direct manufacturing, storage and distribution of products in Singapore. They also carry out refining operations for soft oils in Singapore (Canola, soy bean, sunflower oils for cooking purposes).
Sime Darby is venturing into the frozen product line including breaded shrimp, lobster tails, other shellfish. Their other food

product interests include health/organic products, peanut butter, juices, and frozen pastry dough. For the bakery industry, their approach is to provide a final solution (e.g. all ingredients for the final output). They would also be interested in corn oils from Canada; current supplies from Malaysia and US.
One product of immediate interest is fine pastry for use in the manufacture of spring rolls as a finished product. They would also be interested in soya based food products as Canadian soy beans areof good quality. They would also be interested in establishing joint venture relationships with Canadian organizations for the food manufacturing industry.

**Singapore Food Industries Pte Ltd**
234 Pandan Loop,
Singapore 128422
Tel: 870-0271,
Fax: 778-4238,
E-mail: daisy.baklh@sfi.com.sg
Web Site: www.sfi.com.sg
Mr. Roland Ang,
Senior Manager - Food Service,
Tel: 870-0205
Ms. Daisy Bak,
Purchasing Manager (Perishables),
Tel: 870-0271

**Import/export and Distribution Organization**
Staff Strength: 1500, Year Established: 1973, Annual Turnover: S$ + 50 M
**Products of Interest:** Shellfish (e.g. lobster, oysters, clams, shrimp), Finfish (e.g. salmon, trout, cod, tuna), Processed Seafood (e.g. canned, smoked, breaded), Beef (fresh/chilled), Beef (frozen), Pork (fresh/chilled), Pork (frozen), Poultry (frozen), Delicatessen/Processed Meats, Health/Organic Food Products, Gourmet & Speciality Foods (e.g. Maple Syrup, Foie Gras, Caviar).
**Long Term Objectives:** Import/distribute Canadian food products; Develop partnership/joint venture with reliable Canadian companies for entry into regional markets outside Singapore.

**Sinhua Hock Kee Trading (S) Pte Ltd**
463 Tagore Industrial Avenue,
Singapore 787832
Tel: 552-6668,
Fax: 552-5058,
E-mail: shhk@pacific.net.sg
Web Site: www.sinhuahockkee.com
Mr. Goh Peng Hock,
Tel: 552-6668

**Import/export and Distribution Organization**
Staff Strength: 30 +, Year Established: 1989, Annual Turnover: S$ 20 - 50 M
**Products of Interest:** Processed Seafood (e.g. canned, smoked, breaded), Prepared Bakery Products, Cheese, Pasta and Noodles, Cereals.
**Long Term Objectives:** Import/distribute Canadian food products.
**Other comments:** They are particularly interested in sourcing dried sea cucumber.

**Wang Foong Foodstuffs Suppliers Pte Ltd**
48 Woodlands Terrace,
Singapore 738460
Tel: 759-4388,
Fax: 753-6612,
E-mail: wanfon@pacific.net.sg
Mr. Koh Ah Tee,
Director,
Tel: 759-4388;
Png Chong Seng,
Marketing Manager,
Tel: 759-4388

**Import/export, Processing, and Distribution Organization**
Staff Strength: 60, Year Established: 1987, Annual Turnover: S$ 5 - 20 M
**Products of Interest:** Finfish (e.g. salmon, trout, cod, tuna), Beef (fresh/chilled), Beef (frozen), Pork (fresh/chilled), Pork (frozen), Poultry (frozen), Delicatessen/Processed Meats.
**Long Term Objectives:** Import/distribute Canadian food products.
**Clientele:** Hotels, Restaurants, Caterers, Chain Restaurants, Retail
**Other Comments:** Wang Foong have a particular interest in pork products including boneless pork shoulder and very lean and not too salty "streaky" bacon. They also have an interest in Canadian salmon, beef, and chicken parts. They noted that Atlantic salmon competes with salmon imported from Norway but Pacific salmon has been brought in on occasion. Their current imports are from New Zealand, US, and Canada.

**Xie Chun Trading Pte Ltd**
Blk 4008 Depot Lane #01-84,
Singapore 109762
Tel: 278-2488,
Fax: 273-9383,
E-mail: xiechung@singnet.com.sg
Mr. Harry H. K. Chung,
Director,
Tel: 278-2488;
Mr. Chung Suan Lim,
Manager,
Tel: 278-2488

**Import/export and Distribution Organization**
Staff Strength: 30, Year Established: 1983, Annual Turnover: S$ 5 - 20 M
**Products of Interest:** Beef (frozen), Pork (fresh/chilled), Pork (frozen), Other Exotic Meats, Baking Goods (e.g. flour), Other Dairy Products,.
**Long Term Objectives:** Import/distribute and re-export Canadian food products.
**Clientele:** Hotels, Institutional, Ship Chandlers, Retail, Bakeries, Confectioners
**Other Comments:** Their dairy product line includes margarine, butter, cream, artificial creamers, milk, and yeasts. They would be interested in some of the exotic meats include venison (farmed) and kangaroo. Of particular interest at this time are a variety of pork products and pork offals (stomach, fat ends, and kidneys). However, the pork must be graded consistently for quality as suppliers from Australia, Sweden, and Denmark are able to supply pork that is acceptable to local the market. Xie Chun currently deals with about 150t or pork and pork offals per/week. Their other product suppliers are from New Zealand, UK, France, Finland, and Norway. They have found that the current currency exchange levels and shipping costs are tending to favour Australia as a supplier over the US. They would be interested in acting as an agent for Canadian suppliers wanting to get into the SE Asia market place through Singapore.

**Yamakawa Trading Co Pte Ltd**
64 Toh Guan Road,
Singapore 608832
Tel: 567-8200,
Fax: 567-0832,
E-mail: enquiries@yamakawa.com.sg
Web Site: www.yamakawa.com.sg
Ong Huat Choo,
Executive Director,
Tel: 567-8200;
Shinsaku. Takano,
Senior Manager,
Tel: 567-8200

**Import/export and Distribution Organization**
Staff Strength: 65, Year Established: 1987, Annual Turnover: S$ 20 - 50 M
**Products of Interest:** General food products.
**Long Term Objectives:** Import/distribute Canadian food products.

**Yee Lee Oils & Foodstuffs (S) Pte Ltd**
22 Senoko Drive,
Woodlands East Industrial Estate,
Singapore 758209
Tel: 257-8811,
Fax: 752-4823,
E-mail: yeeleeoils@pacific.net.sg
Web Site: www.yeelee.com.my
Mr. Peter Lee,
Export Executive,
Tel: 257-8811;
Allen Chai,
Tel: 257-8811

**Import/export and Distribution Organization**
Staff Strength: 40, Year Established: 1979, Annual Turnover: S$ 5 - 20 M
**Products of Interest:** Processed Seafood (e.g. canned, smoked, breaded),Prepared Bakery Products, Baking Goods (e.g. flour), Edible Oils (e.g. Canola), Health/Organic Food Products, Gourmet & Speciality Foods (e.g. Maple Syrup, Foie Gras, Caviar).
**Long Term Objectives:** Import/distribute Canadian food products.

**YHI Fabian (S) Pte Ltd**
2 Pandan Road,
Singapore 609254
Tel: 265-6411,
Fax: 266-5368,
E-mail: fabian@yhi.com.sg
Web Site: www.yhi.com.sg
Mr. Edward Low,
Group General Manager,
Tel: 265-6411
Mr. Dennis Chew,
Sales/Marketing Manager,
Tel: 265-6411

**Import/export, Processing, and Distribution Organization**
Staff Strength: 27, Year Established: 1982, Annual Turnover: S$ 20 - 50 M
**Products of Interest:** Processed Seafood (e.g. canned, smoked, breaded), Pasta and Noodles.
**Long Term Objectives:** Import/distribute Canadian food products; Develop partnership/joint venture with reliable Canadian companies to invest jointly in R&D/production facilities.

**YLF Marketing Pte Ltd**
7 Woodlands Link,
Singapore 738722
Tel: 755-0177,
Fax: 752-0155
Mr. Lee Tee Wei,
Sales Director,
Tel: 755-0177

**Import/export and Distribution Organization**
Staff Strength: 40, Year Established: 1987, Annual Turnover: S$ 5 - 20 M
**Products of Interest:** Sugar confectionery, biscuits, drinks, chocolate.
**Long Term Objectives:** Import/distribute Canadian food products; Develop partnership/joint venture with reliable Canadian companies for entry into regional markets outside Singapore.

**Zhang Brothers Pte Ltd**
Block 2 Pasir Panjang Distripark,
Unit 57, 4 Pasir Panjang Road,
Singapore 738722
Tel: 475-1906,
Fax: 471-8586
Rose Kwang,
Assistant Manager,
Tel: 475-1906;
M. S. Mohamad,
Commercial Manager
Tel: 475-1906

**Import/export and Distribution Organization**
Staff Strength: 30, Year Established: 1990, Annual Turnover: S$ 1 - 5 M
**Products of Interest:** Canned Meats, Canned fruits, Other Dairy Products, Pasta and Noodles, Cereals,.
**Long Term Objectives:** Import/distribute Canadian food products.

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# FOOD SERVICE SURVEY

Company: _____
Address: _____
Web Site: _____ Corporate E-mail: _____
Key Contacts (Name and title): _____
a) _____ Tel.:_____ Fax:_____
b) _____ Tel.:_____ Fax:_____
Staff strength_____ Year Established: _____
Annual turnover (S$): ☐ 1-5 Million ☐ 5-20 Million ☐ 20-50 Million ☐ Above 50 Million
This Survey identifies categories of products that are supplied competitively to the Singapore market from Canada. Please indicate which categories you are interested in importing.

**Seafood**

- ☐ Shellfish (lobster, oysters, clams, shrimp, etc)
- ☐ Finfish (salmon, trout, cod, tuna, etc)
- ☐ Processed (canned, smoked, breaded, etc)
- ☐ Other

**Meats**

- ☐ Beef- fresh/chilled
- ☐ Pork - fresh/chilled
- ☐ Poultry - fresh/chilled
- ☐ Beef - frozen
- ☐ Pork - frozen
- ☐ Poultry - frozen
- ☐ Delicatessen/Processed meats
- ☐ Bison
- ☐ Other Exotic Meats
- ☐ Other

**Other products**

- ☐ Fresh Fruits and Vegetables
- ☐ Prepared bakery products
- ☐ Cheese
- ☐ Frozen Fruits and Vegetables
- ☐ Baking goods (flours, etc)
- ☐ Other dairy products
- ☐ Edible oils (Canola)
- ☐ Pasta and Noodles
- ☐ Cereals
- ☐ Health/Organic food products
- ☐ Gourmet & Specialty foods (maple syrup, foie gras, caviar)
- ☐ Other

**Our long term objectives:**

- ☐ Import/distribute Canadian food products
- ☐ Develop partnership/joint venture with reliable Canadian companies in the following:
  - ☐ Entry into regional markets outside Singapore
  - ☐ Entry into North American market through Canada
  - ☐ Invest jointly in R&D/production facilities
- ☐ Other

**Please fax your reply to Chris Dunham at fax number 325-3294 no later than 21 November, 2000.**

*Canadian High Commission*
*80 Anson Road, #14-00 IBM Towers*
*Singapore 079907*

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## Statistical Data

See StatLinks, Singapore Trade Statistics

Publication Date: 2001-01-31

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